

An Important Message from Jennifer Toth, Deputy Director of Transportation

Kicking Off the 2014 Driving Safety Home Campaign in "Super" Style

Happy New Year! I hope 2014 is off to a safe start for you, your families and your friends. No doubt, 2014 promises to be a busy year for our Driving Safety Home campaign as it expands to reach an even greater audience. More about that in a moment, but first, we're kicking off our 2014 campaign with a Super-timely reminder about driving sober.

Super Bowl XLVIII is Sunday, Feb. 2. The big game has evolved into a national pastime with food, fun, epic TV commercials and no shortage of parties. Tragically, it's also become the *second deadliest day for drunk-driving crashes* in the United States, according to MADD. Only New Year's Eve ranks higher. On Super Bowl Sunday, more than 40 percent of traffic fatalities involve drunk driving.

This year, MADD is again offering [safe partying tips](http://madd.org/drunk-driving/safe-party/), whether you're a guest or the host. Find them at madd.org/drunk-driving/safe-party/. Also this year, the National Football League has teamed up with the National Highway Traffic Safety Administration for the Drive Sober or Get Pulled Over campaign. Together, the NFL and NHTSA are reminding football lovers that "if your game plan involved drinking, recruit a designated driver. Fans don't let fans drive drunk."

The messages are equally important the other 364 days a year. And remember: Being drunk — even "buzzed" or "tipsy" — is just one type of impairment. Driving under the influence of any drug or medication, or when you're fatigued, is just as dangerous and just as deadly. I hope you'll take this message to heart and share it with your loved ones.

Throughout 2014, we'll continue sharing Driving Safety Home messages with you and a new audience of transportation industry professionals, including contractors, consultant engineers, materials suppliers and others. We'll officially launch Driving Safety Home to our new audience in April at the Road and Streets Conference in Tucson, where the theme is "Safety by Design."

We also have a new Driving Safety Home Pledge for 2014. Look for it next month. Last year, nearly 60 percent of our ADOT workforce signed the pledge. I hope each of you will join me and your colleagues in committing to transportation safety this year.

Thank you,

